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A method of producing flavored sake from whole fruit or produce or concentrates of the same with a rich, robust flavor, and having an extended shelf life is disclosed. The process includes the steps of first mixing sake with more or less finely divided fresh produce aging the mixture in a cool dark place to transfer the produce flavor to the sake. Thereafter, the fresh produce is separated from the mixture, and the mixture undergoes rapid Pasteurization. A preservative such as sulfur dioxide is then added for further increasing the shelf life. The flavored sake product of the present invention can be transported and stored without refrigeration and without concern for product degradation or spoilage on the shelf.